

Rep Order#	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes					
6837948						

1 of 7

5003 Printed: 08/02/2012 9:21 AM
Last Received: 08/01/2012 11:51 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product OBAMAFOR AMERICA
Estimate# 1537
Buyer MAURA GILROY
Phone#

Agency () GMM
3050 K ST NT
WASHINGTON
Agency CPI/P2/E
Flight Dates 10/1
Hiatus Weeks

Rep Firm Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BARACK OBAMA FOR AMERICA SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total
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1	TU-F	5A-6A	:30	\$100.00			10/09-10/12	4	1	4	\$400

3	TU-F	430A-459A	Buyline Comment: NEWS	:30	\$50.00	10/09-10/12	4	1	4	\$200.00
4	M	430A-459A	Buyline Comment: NEWS	:30	\$50.00	10/15-10/15	1	1	1	\$50.00
5	TU-F	6A-7A	Buyline Comment: NEWS	:30	\$190.00	10/09-10/12	4	1	4	\$760.00
6	M	6A-7A	Buyline Comment: NEWS	:30	\$190.00	10/15-10/15	1	1	1	\$190.00
7	TU-F	7A-9A	Buyline Comment: TODAY SHOW	:30	\$250.00	10/09-10/12	8	1	8	\$2,000.00
8	M	7A-9A	Buyline Comment: TODAY SHOW	:30	\$250.00	10/15-10/15	2	1	2	\$500.00
9	SA	6A-7A	Buyline Comment: NEWS	:30	\$125.00	10/13-10/13	1	1	1	\$125.00
10	SA	7A-9A		:30	\$175.00	10/13-10/13	1	1	1	\$175.00

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08/01/2012 11:51 AM

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Station	KSNV-TV LAS VEGAS, NV.		Agency () GMMB		Rep Firm	Sales Office () PHILADELPHIA	
Advertiser	(.OBAMA FOR AMERICA		3050 K ST NW		Salesperson	Salesperson () AMY MCCREARY	
Product	OBAMAFOR AMERICA		WASHINGTON, DC 20007		Salesperson Phone#	215-568-6540	
Estimate#	1537		Agency C/P1/P2/E 95/101/1537		Salesperson FAX#	215-568-1845	
Buyer	MAURA GILROY		Flight Dates 10/09/2012-10/15/2012		Hiatus Weeks	Total Spots	
Fax#						Total Cost	
LT	Ln	Day	Time	Program	Spots/Week	# of Weeks	Daypart
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23	TU-F	1230P-1P			:30	\$90.00	10/09-10/12 4 1 4
							\$360.00
24	M	1230P-1P			:30	\$90.00	10/15-10/15 1 1 1
							\$90.00
25	TU-F	1P-2P			:30	\$150.00	10/09-10/12 4 1 4
							\$600.00
26	M	1P-2P			:30	\$150.00	10/15-10/15 1 1 1
							\$150.00
27	TU-F	2P-3P			:30	\$100.00	10/09-10/12 4 1 4
							\$400.00
28	M	2P-3P			:30	\$100.00	10/15-10/15 1 1 1
							\$100.00
29	TU-F	3P-4P			:30	\$150.00	10/09-10/12 4 1 4
							\$600.00
30	M	3P-4P			:30	\$150.00	10/15-10/15 1 1 1
							\$150.00
31	TU-F	4P-5P			:30	\$175.00	10/09-10/12 8 1 8
							\$1,400.00
32	M	4P-5P			:30	\$175.00	10/15-10/15 2 1 2
							\$350.00

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Traffic Order# 105003 Last Received: 08/01/2012 11:51 AM
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Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.			Traffic Order# 105003			Rep Firm
Advertiser	() OBAMA FOR AMERICA			Last Received: 08/01/2012 11:51 AM			Sales Office () PHILADELPHIA
Product	WASHINGTON, DC 20007			Showing Buylines: All Lines			Salesperson () AMY MCCREARY
Estimate#	1537						
Buyer	MAURA GILROY						
Phone#							
Fax#							
LT	In	Day	Time	Program	Len	Rate	Dates
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44	SA		7P-730P		:30	\$175.00	10/13-10/13
				Buyline Comment: WHEEL			
45	M		8P-10P		:30	\$1,100.00	10/15-10/15
				Buyline Comment: VOICE			
46	TU		10P-11P		:30	\$900.00	10/09-10/09
				Buyline Comment: PARENTHOOD			
47	TH		8P-9P		:30	\$650.00	10/11-10/11
				Buyline Comment: ROCK/ALL			
48	TH		9P-10P		:30	\$850.00	10/11-10/11
				BuyLine Comment: OFFICE/PARKS			
49	F		9P-10P		:30	\$750.00	10/12-10/12
				Buyline Comment: GRIMM			
50	F		10P-11P		:30	\$1,000.00	10/12-10/12
				Buyline Comment: DATELINE			
51	SA		8P-9P		:30	\$350.00	10/13-10/13
				Buyline Comment: NBC PRIME			
52	SA		9P-10P		:30	\$400.00	10/13-10/13
				Buyline Comment: NBC PRIME			
53	SU		4P-515P		:30	\$600.00	10/14-10/14
				Buyline Comment: FNIA			
54	SU		515P-830P		:30	\$4,000.00	10/14-10/14
				Buyline Comment: SUN NIGHT FTBL			

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EC'd Yes

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.

Advertiser () OBAMA FOR AMERICA

Product WASHINGON, DC 20007

Estimate# 1537

Buyer MAURA GILROY

Phone#

Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 95/10/1537
10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Spots/Week # of Total Total Cost Daypart

Spots Weeks Spots

:30 \$90.00 10/14-10/14 1 1 1 \$90.00

—REPORT TOTALS—

Report Totals: 156 / \$36,095.00

—SALES MONTHLY TOTALS—

Oct 12: 156 / \$36,095.00

Sales Totals: 156 / \$36,095.00

Station Totals: 156 / \$36,095.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$120,317 CATV 0% KBLR 0% KTNC 0% KLAS 21% KSNV 30%
KTNV 14% KTUD 1% KVCM 5% KVMY 3% KVUU 26%
XXXX 0%
XXXX 0%

—COMPETITIVE COMMENTS—
SHARES ESTIMATED

Books NOV12
Demos RA35+

—Agency Comment—
PLEASE NOTE ADDRESS CHANGE EFF 8/12

—CREDIT RISK—
CASH IN ADVANCE